e-Book

20 Assignments

for

ICSE Art Paper 4

Applied Art

(Grade X)

by

Jay Salian

For ICSE Grade X – Paper 4 (Applied Art), students should gradually develop **design thinking, lettering skills, layout planning, colour harmony, commercial awareness, visual communication, and creative problem-solving**. The following 20 assignments progress from basic to advanced level and are designed to build a strong foundation for becoming a good applied/commercial artist.

20 Applied Art Assignments

by Jay Salian

ICSE Grade X (Paper 4)

Assignment 1: Name Plate Design

Objective: Learn basic lettering and layout.

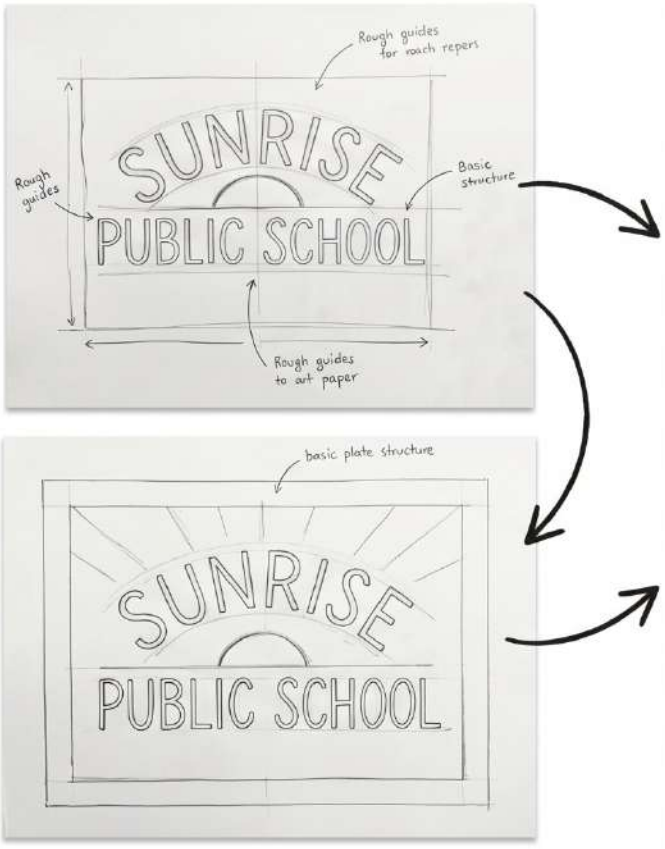
Design a decorative name plate for:
"SUNRISE PUBLIC SCHOOL"

Requirements:

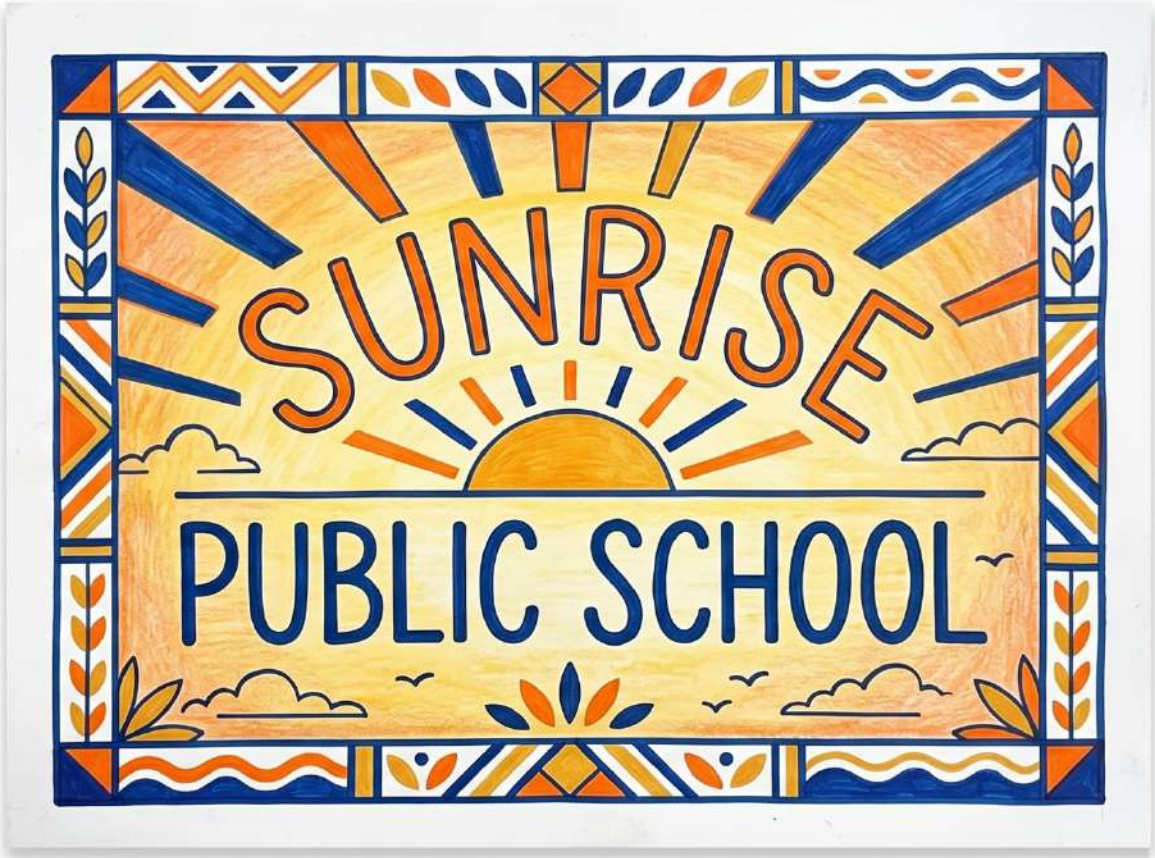
- Hand-drawn lettering
- Border design
- Maximum 3 colours
- Clear readability

ART ASSIGNMENT 1: NAME PLATE DESIGN

PLANNING



PLANNING



FINAL ARTWORK

Assignment 2: Book Cover Design

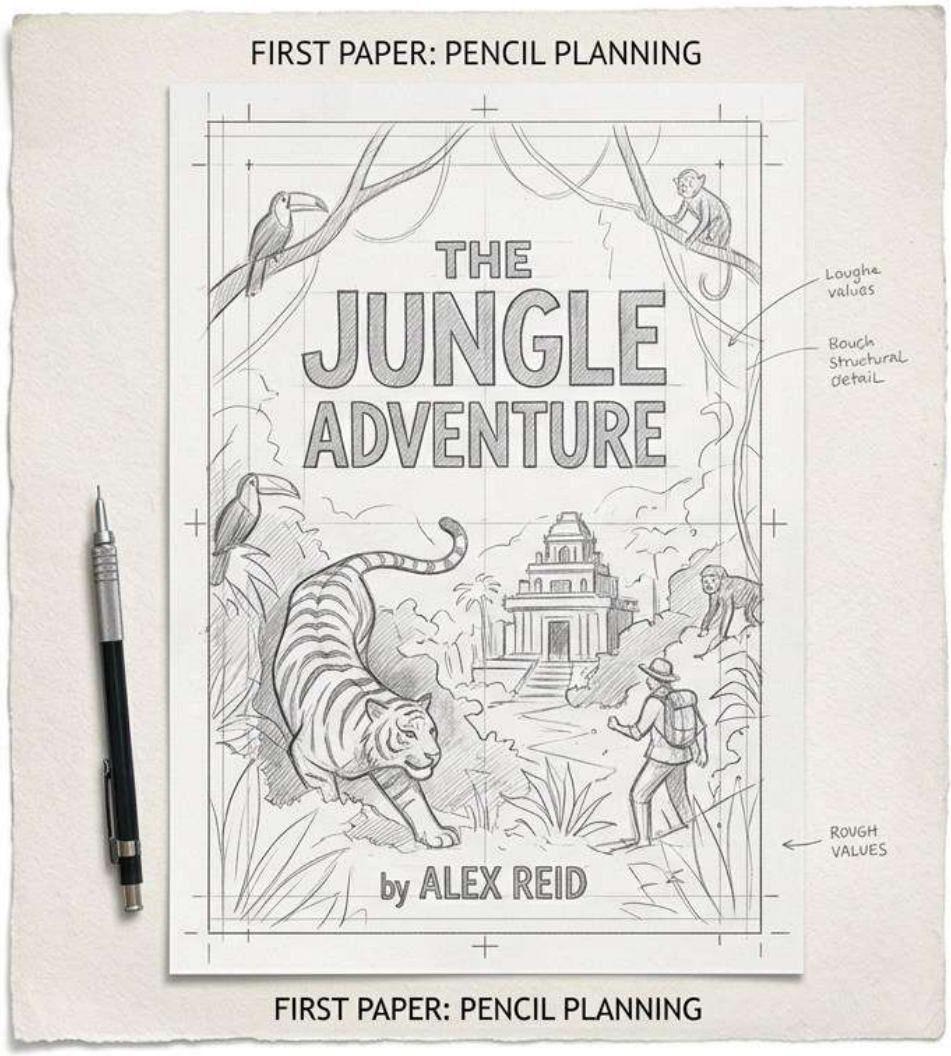
Objective: Introduction to cover composition.

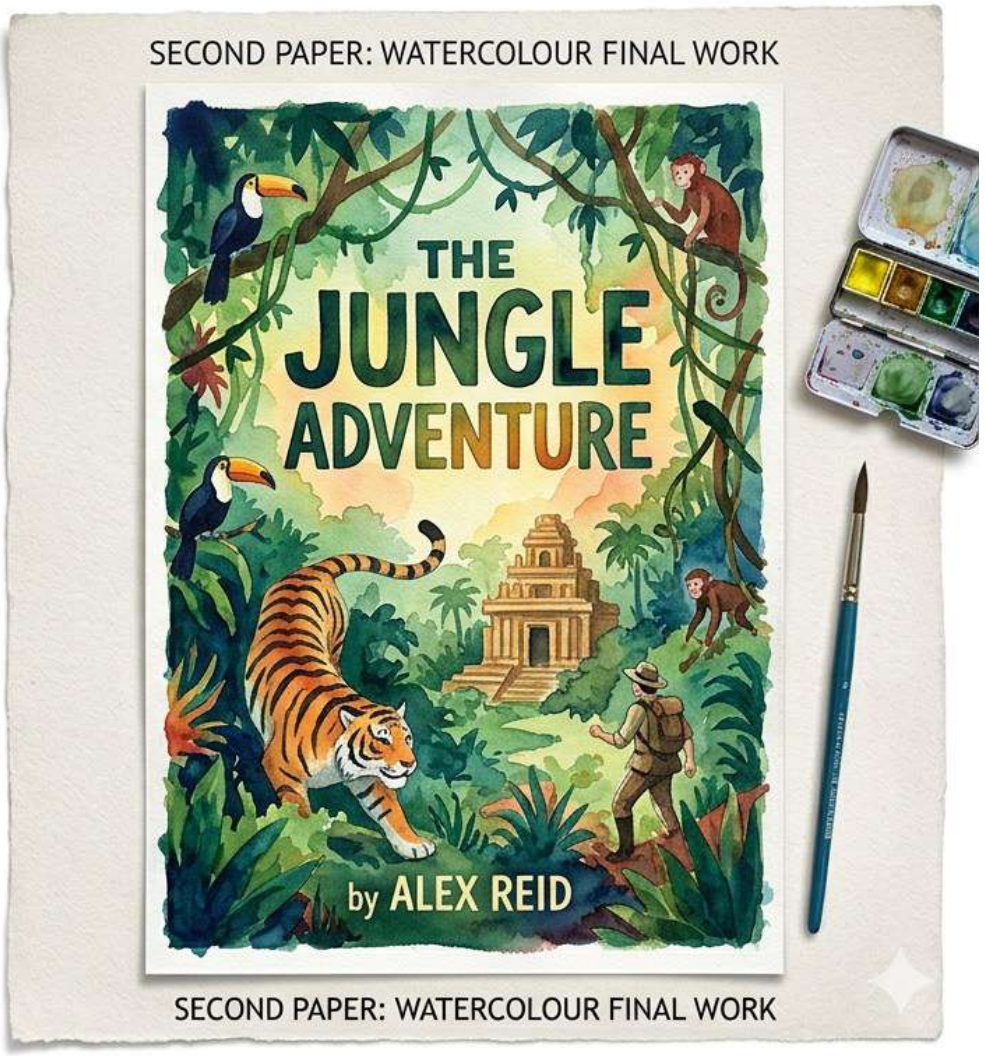
Design a book cover for:

"The Jungle Adventure"

Include:

- Title
- Author's name
- Relevant illustration
- Attractive colour scheme


FIRST PAPER: PENCIL PLANNING
THE
JUNGLE
ADVENTURE
by ALEX REID
Loughe values
Rough structural detail
ROUGH VALUES
FIRST PAPER: PENCIL PLANNING


SECOND PAPER: WATERCOLOUR FINAL WORK
THE
JUNGLE
ADVENTURE
by ALEX REID
SECOND PAPER: WATERCOLOUR FINAL WORK

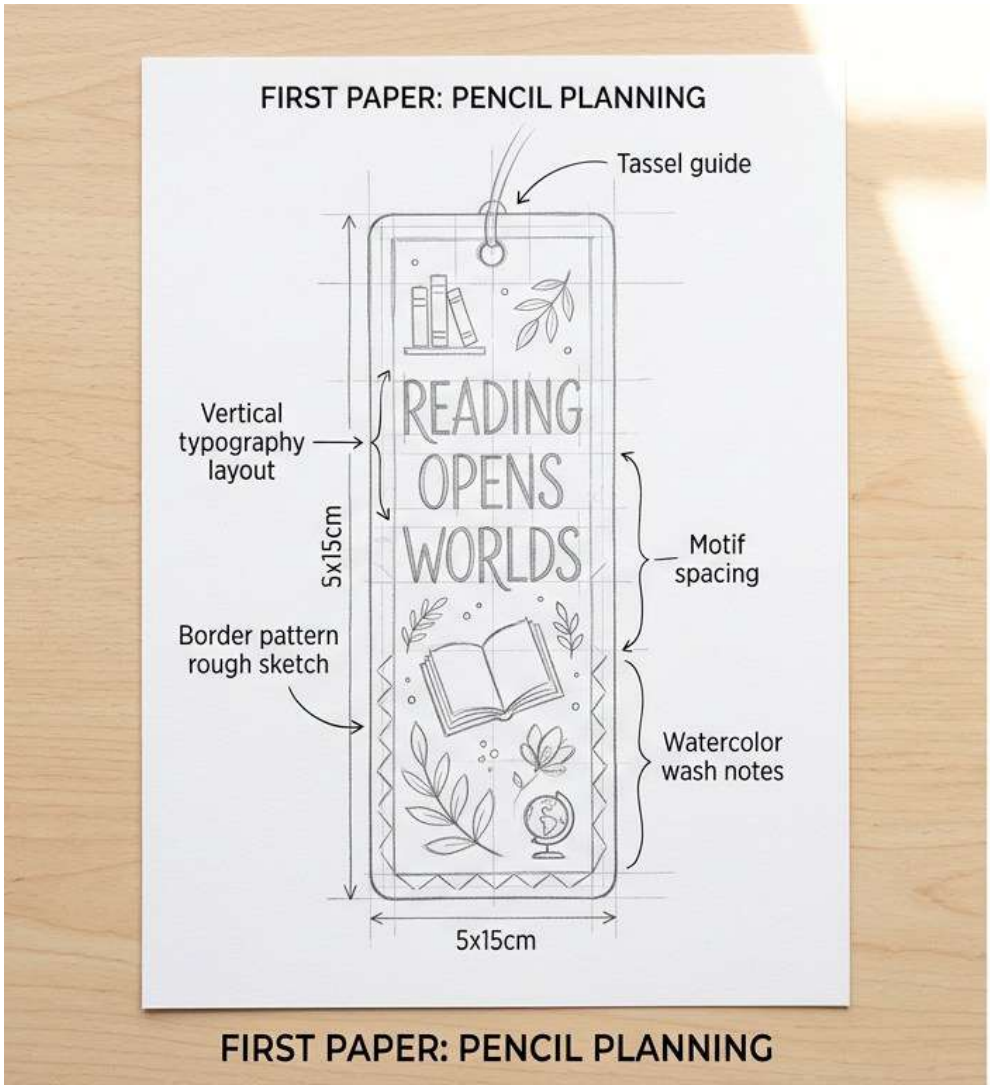
Assignment 3: Bookmark Design

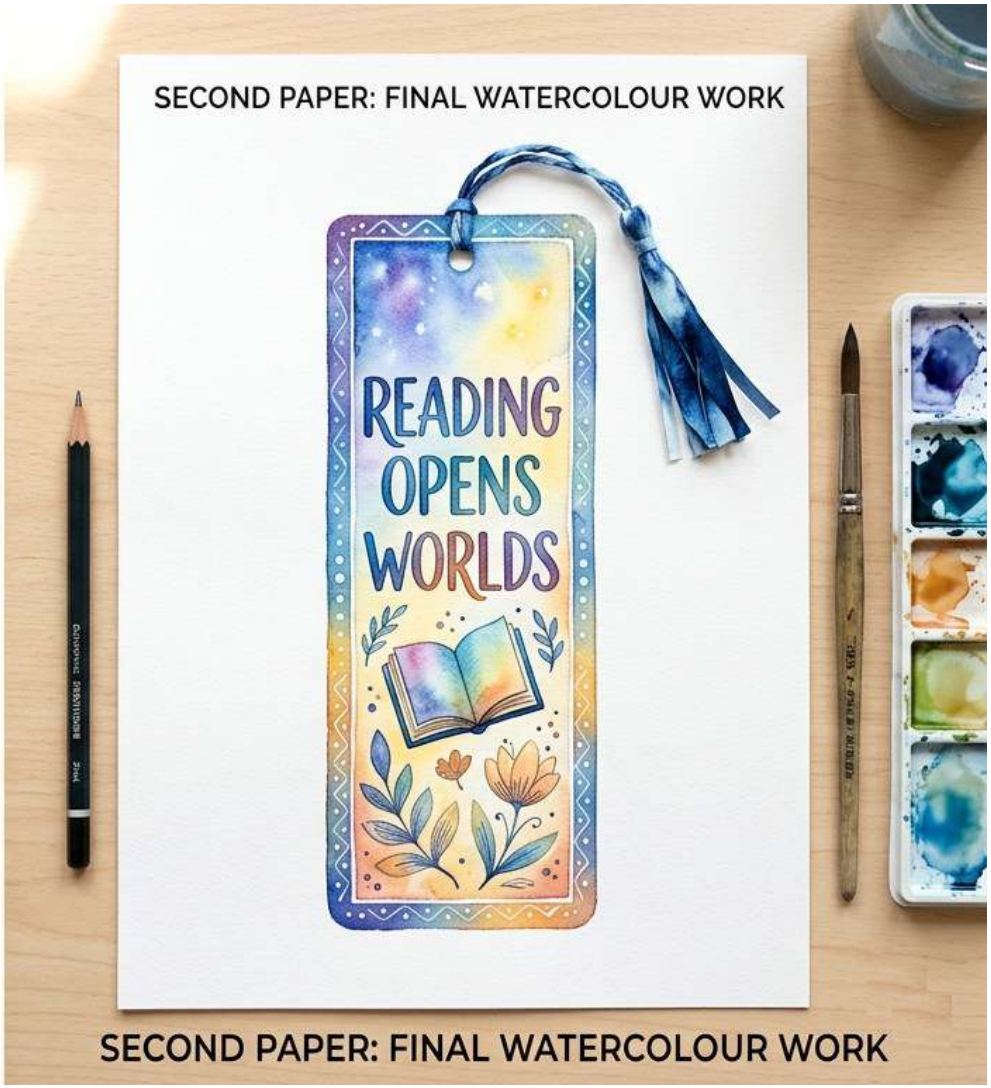
Objective: Understanding vertical formats.

Create a bookmark promoting reading.

Include:

- Slogan
- Decorative motifs
- Attractive typography


FIRST PAPER: PENCIL PLANNING
Tassel guide
Vertical typography layout
5x15cm
Motif spacing
Border pattern rough sketch
Watercolor wash notes
5x15cm
READING OPENS WORLDS
FIRST PAPER: PENCIL PLANNING


SECOND PAPER: FINAL WATERCOLOUR WORK
READING OPENS WORLDS
SECOND PAPER: FINAL WATERCOLOUR WORK

Assignment 4: Greeting Card Design

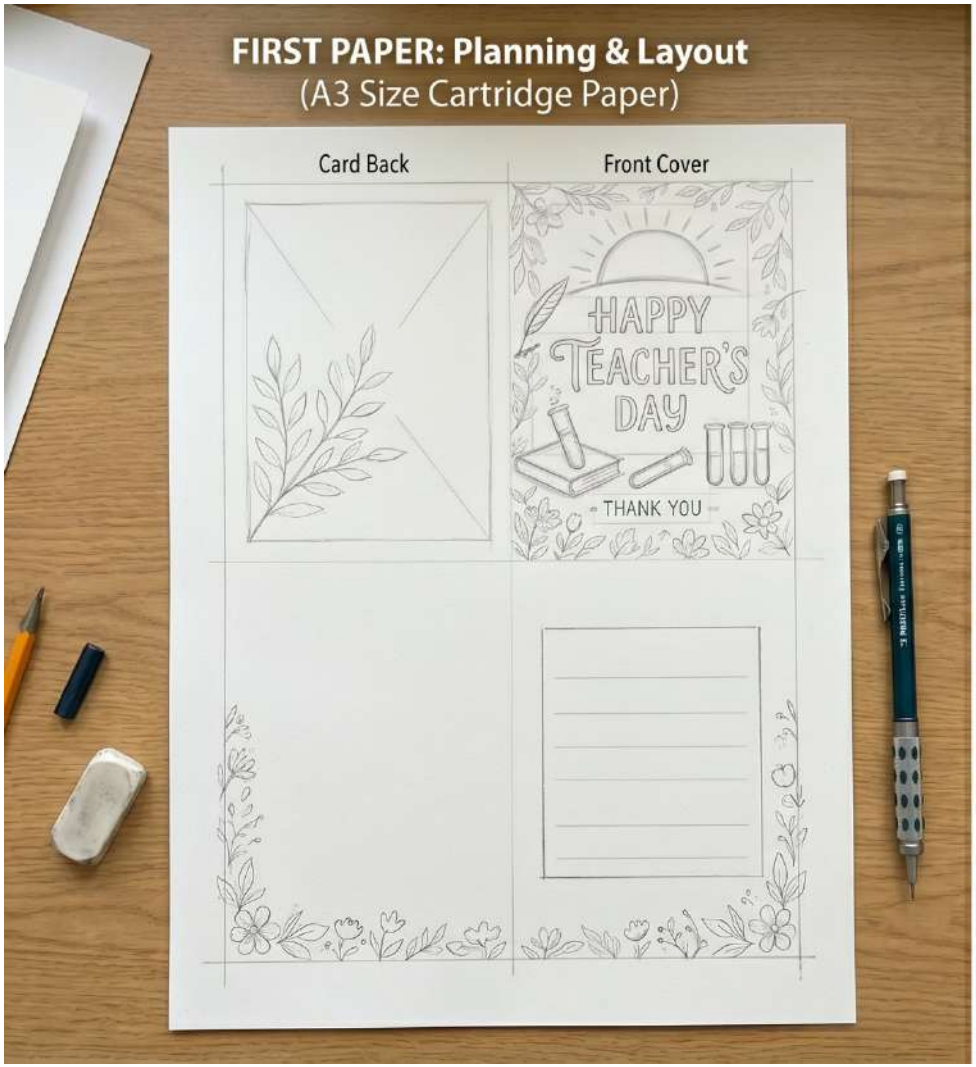
Objective: Card layout and decorative art.

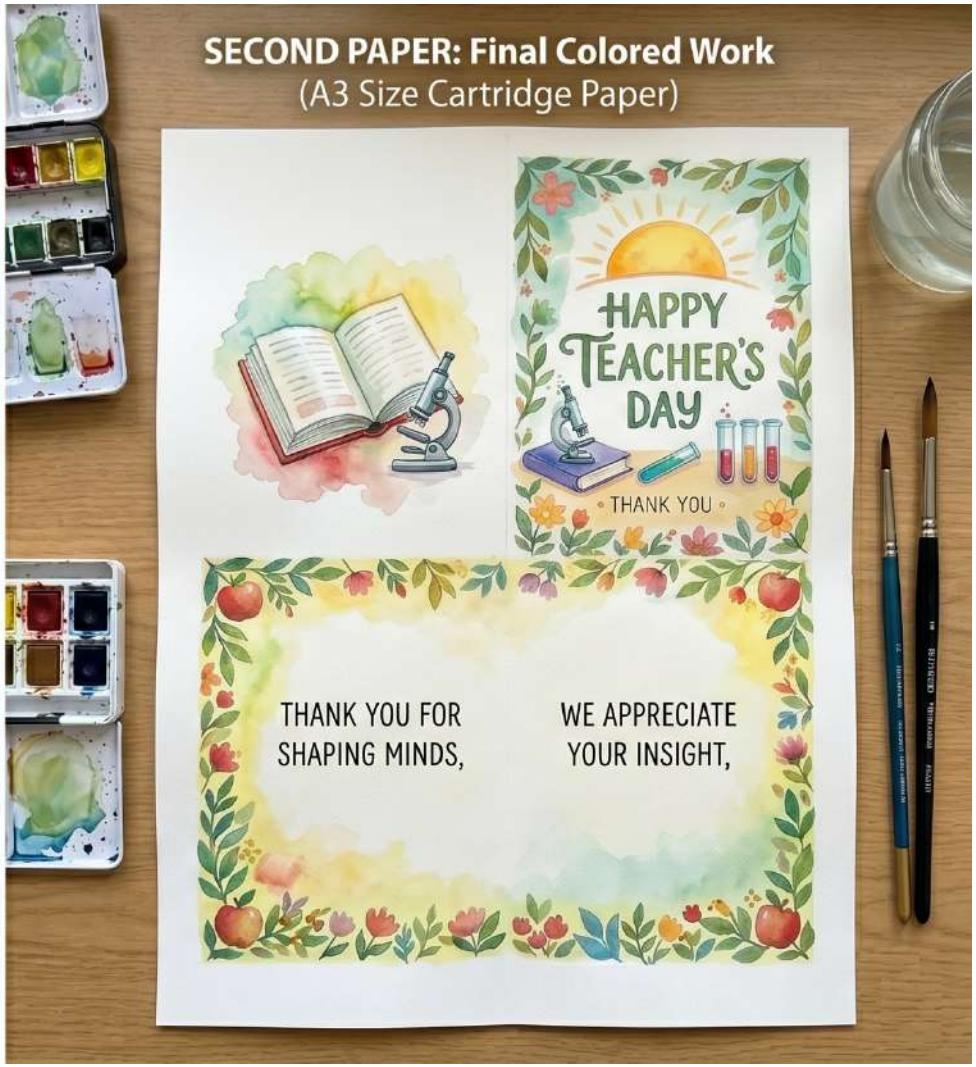
Design a:

Teacher's Day Greeting Card

Include:

- Front cover
- Inside message
- Border decoration


FIRST PAPER: Planning & Layout
(A3 Size Cartridge Paper)
Card Back
Front Cover
HAPPY TEACHER'S DAY
THANK YOU


SECOND PAPER: Final Colored Work
(A3 Size Cartridge Paper)
HAPPY TEACHER'S DAY
THANK YOU
THANK YOU FOR SHAPING MINDS,
WE APPRECIATE YOUR INSIGHT,

Assignment 5: Invitation Card Design

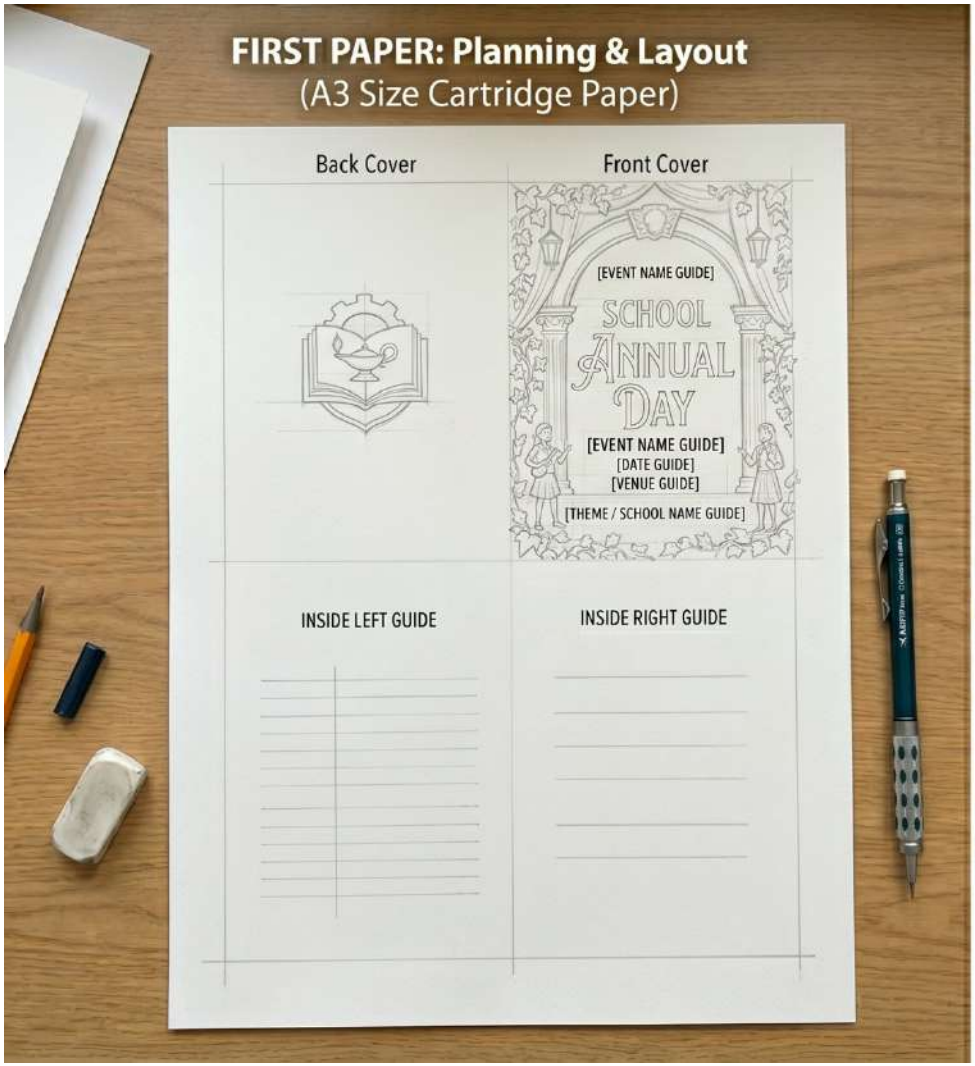
Objective: Information hierarchy.

Design an invitation card for:

School Annual Day

Include:

- Event name
- Date
- Venue
- Decorative elements


FIRST PAPER: Planning & Layout
(A3 Size Cartridge Paper)
Back Cover
Front Cover
[EVENT NAME GUIDE]
SCHOOL ANNUAL DAY
[EVENT NAME GUIDE]
[DATE GUIDE]
[VENUE GUIDE]
[THEME / SCHOOL NAME GUIDE]
INSIDE LEFT GUIDE
INSIDE RIGHT GUIDE

SECOND PAPER: Final Colored Work
(A3 Size Cartridge Paper)
SCHOOL ANNUAL DAY
[DATE]
[VENUE]
[THEME / DETAILS]
EVENT SCHEDULE
10.00 am Event Nicea
10.00 pm Event in Annu
10.00 pm Garkenade & Emoro (arvorations)
12:00 pm Participate Enigring Perforaions
12:00 pm Acknowleddhments
13:00 pm Event Schedule
14:00 pm Actor Nasse prerformments
14:00 pm Student Peerformments
15:00 pm Preiloncation
16:00 pm Studen Name
ACKNOWLEDGEMENTS

Assignment 6: Logo Design

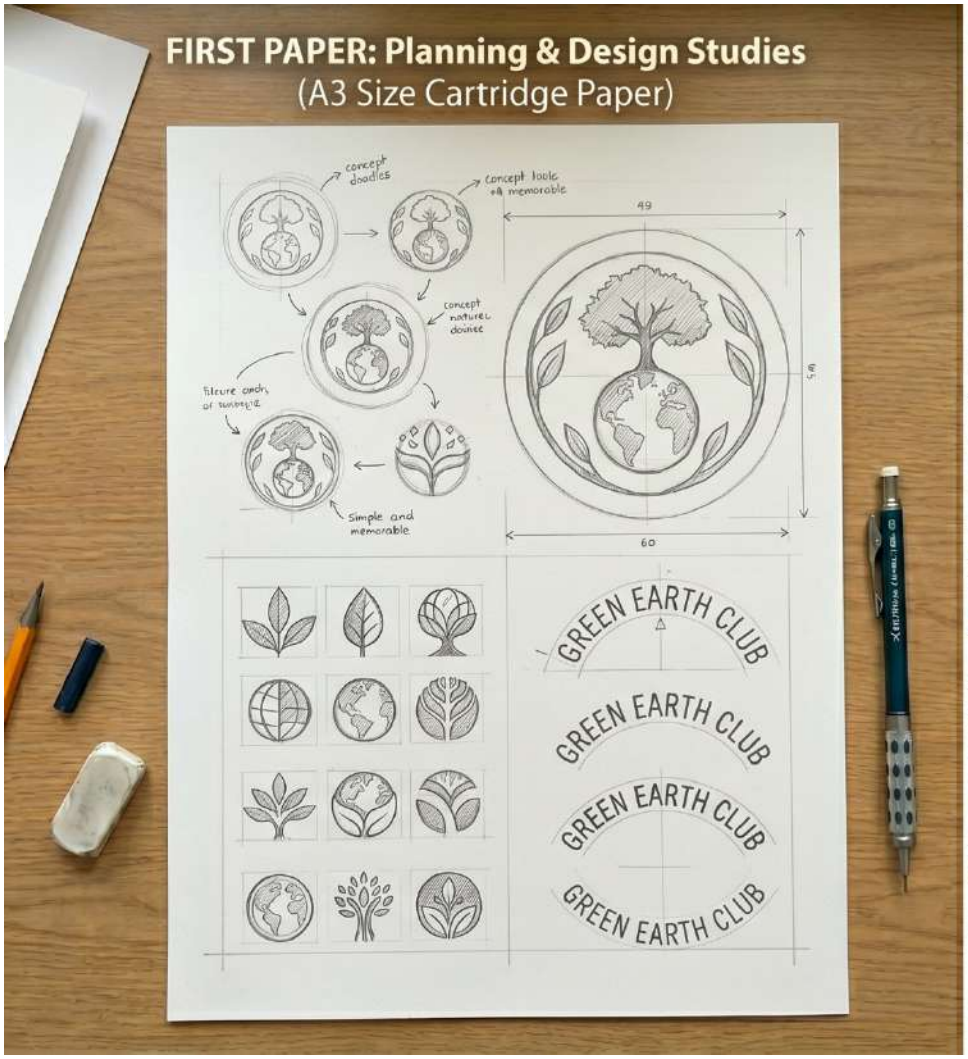
Objective: Symbol creation.

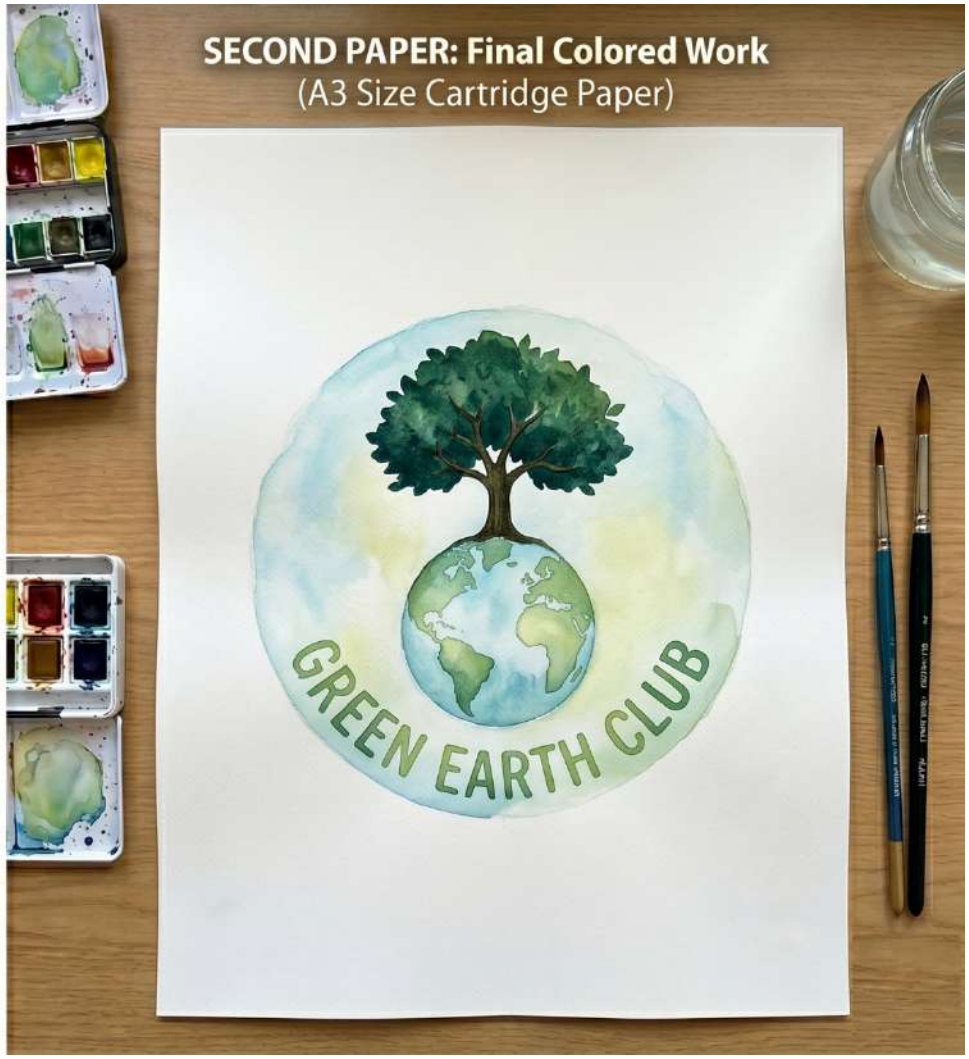
Design a logo for:

Green Earth Club

Requirements:

- Simple
- Memorable
- Suitable colours
- Circular format


FIRST PAPER: Planning & Design Studies
(A3 Size Cartridge Paper)
concept doodles
concept looks ok & memorable
concept nature's doodle
Simple and memorable
49
60
GREEN EARTH CLUB
GREEN EARTH CLUB
GREEN EARTH CLUB
GREEN EARTH CLUB


SECOND PAPER: Final Colored Work
(A3 Size Cartridge Paper)
GREEN EARTH CLUB

Assignment 7: Poster Design

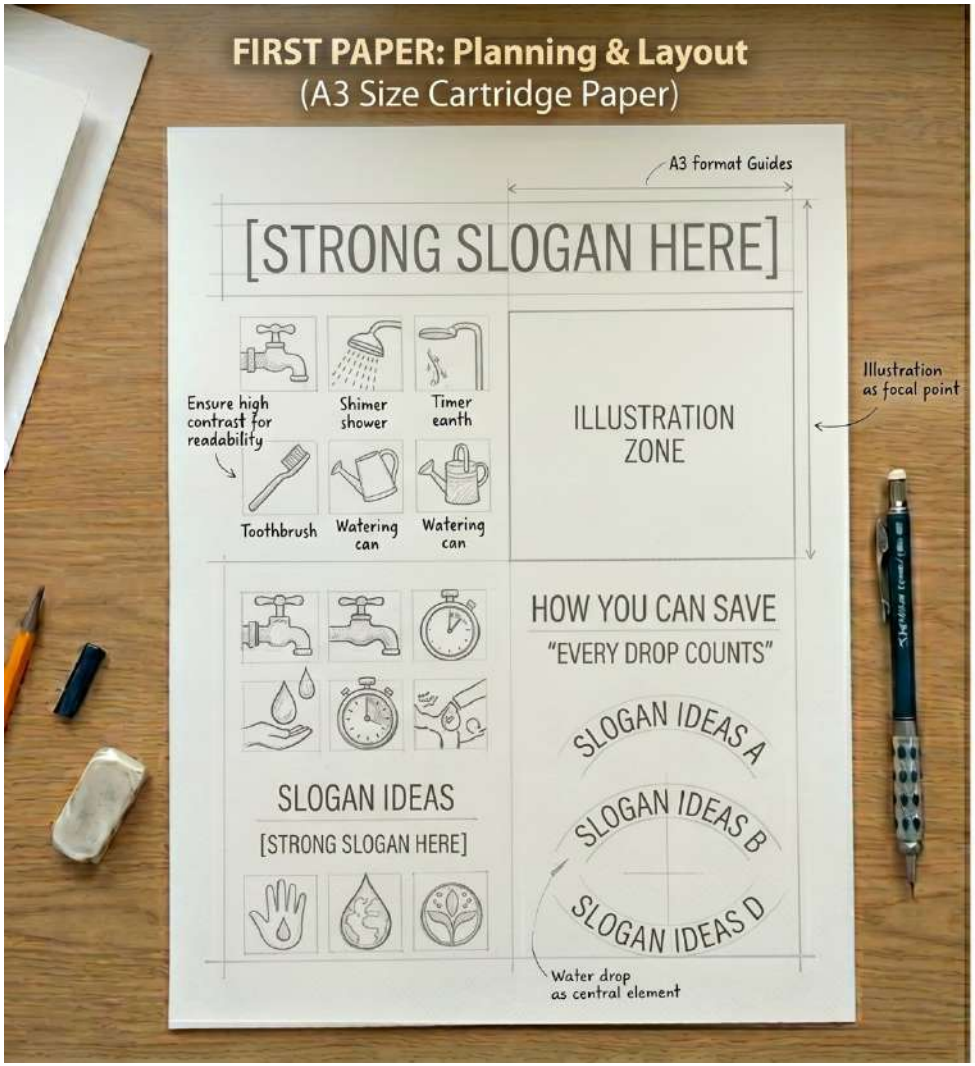
Objective: Visual communication.

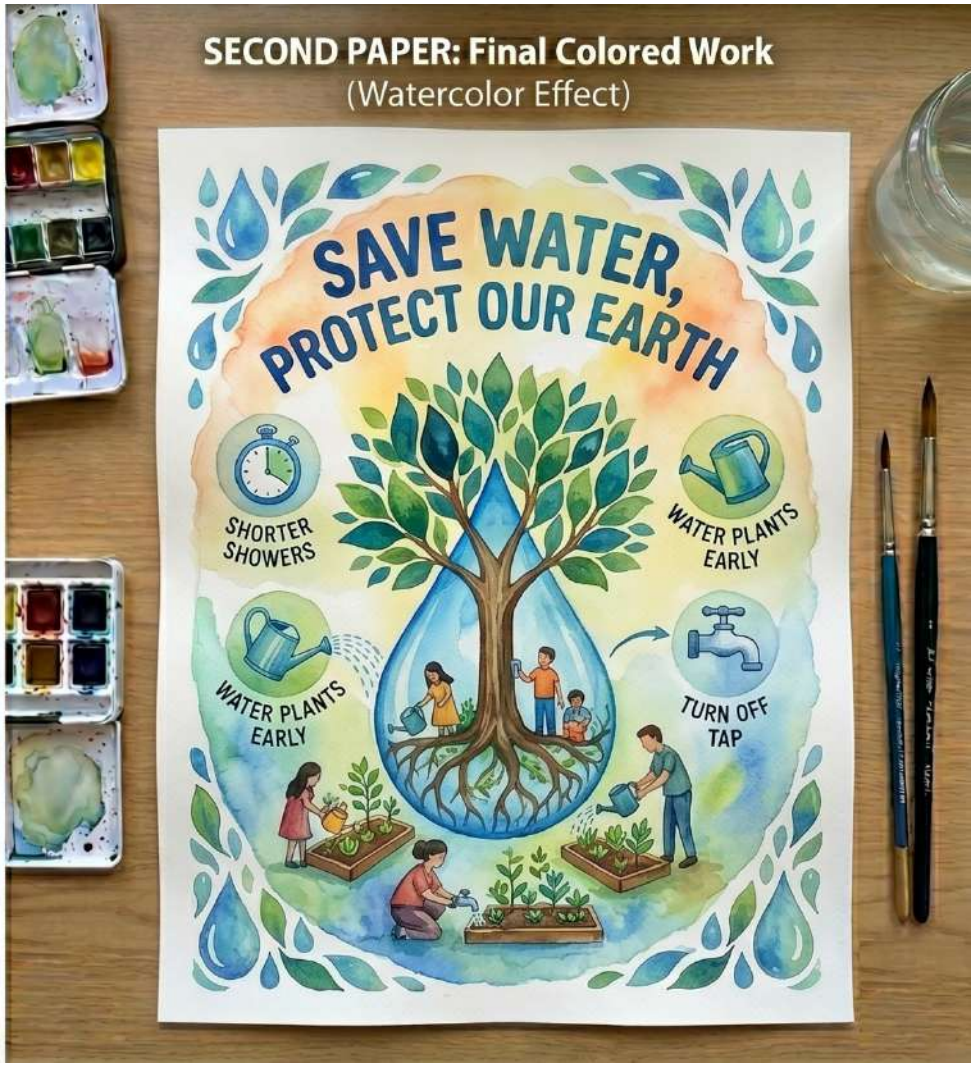
Design a poster on:

Save Water

Include:

- Strong slogan
- Eye-catching illustration
- Effective colour contrast


FIRST PAPER: Planning & Layout
(A3 Size Cartridge Paper)
A3 format Guides
[STRONG SLOGAN HERE]
Ensure high contrast for readability
Shimer shower
Timer eanth
Toothbrush
Watering can
Watering can
ILLUSTRATION ZONE
Illustration as focal point
HOW YOU CAN SAVE
"EVERY DROP COUNTS"
SLOGAN IDEAS A
SLOGAN IDEAS B
SLOGAN IDEAS D
SLOGAN IDEAS
[STRONG SLOGAN HERE]
Water drop as central element


SECOND PAPER: Final Colored Work
(Watercolor Effect)
SAVE WATER, PROTECT OUR EARTH
SHORTER SHOWERS
WATER PLANTS EARLY
WATER PLANTS EARLY
TURN OFF TAP

Assignment 8: Festival Poster

Objective: Theme-based composition.

Design a poster for:

Diwali Celebration

Include:

- Decorative motifs
- Typography
- Colour harmony

FIRST PAPER: Planning & Layout
(A3 Size Cartridge Paper)
A3 format Guides
[DIWALI POSTER TITLE HERE]
Theme-based composition focus
[DECORATIVE MOTIF ZONES GUIDE]
[CULTURAL SYMBOL SPACES GUIDE]
Motifs as frame elements
Central illustration is a diya
[MAIN THEMATIC ILLUSTRATION FIELD]
Text in classic and contemporary guides
[MOTIF DETAILS GUIDE]
[MOTIF DETAILS GUIDE]
[ADDITIONAL TEXT GUIDE / EVENT DETAILS]
[SLOGAN IDEAS GUIDE]
[CALL TO ACTION / FINAL TYPOGRAPHY GUIDE]
COLOUR PALETTE NOTES]
[TYPOGRAPHY IDEA A – Devanagari Script]
[TYPOGRAPHY IDEA B – Calligraphic English]
SECOND PAPER: Final Colored Work
(Watercolor Effect)
दीपावली की शुभकामनाएं
DIWALI CELEBRATION
THE FESTIVAL OF LIGHTS
शुभ लाभ
शुभ लाभ
शुभ लाभ
प्रकाश और खुशी
दीपावली की शुभकामनाएं

Assignment 9: Book End Paper Design

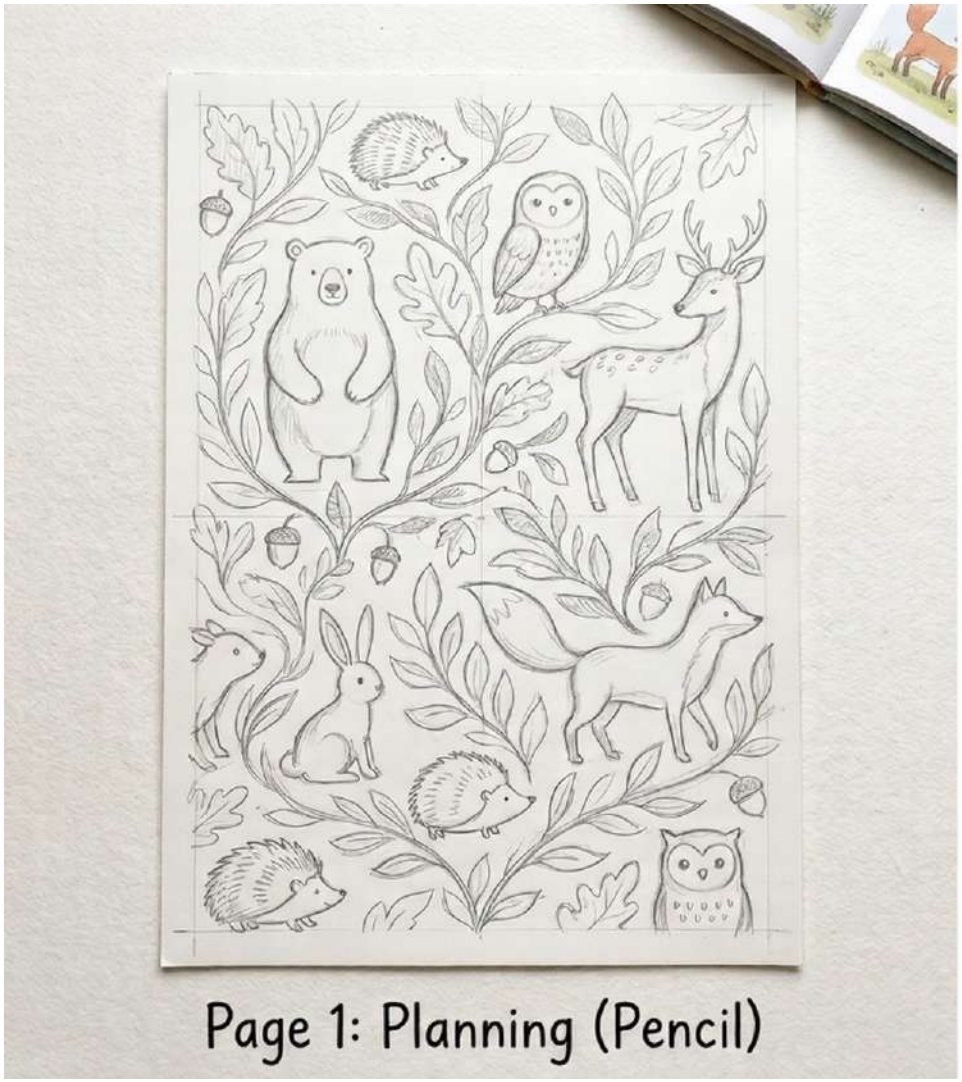
Objective: Pattern creation.

Create an end-paper pattern for a children's storybook.

Theme:
Animals of the Forest

Use:

- Repetition
- Rhythm
- Variety


Page 1: Planning (Pencil)

Page 2: Final Artwork (Watercolo)

Assignment 10: Patterned Paper Design

Objective: Surface decoration.

Design wrapping paper for:

Birthday Gifts

Include:

- Repeating motifs
- Colour balance
- Neat pattern

Page 1: Planning (Pencil)

Page 2: Final Artwork (Watercolour)

Intermediate Level Assignments

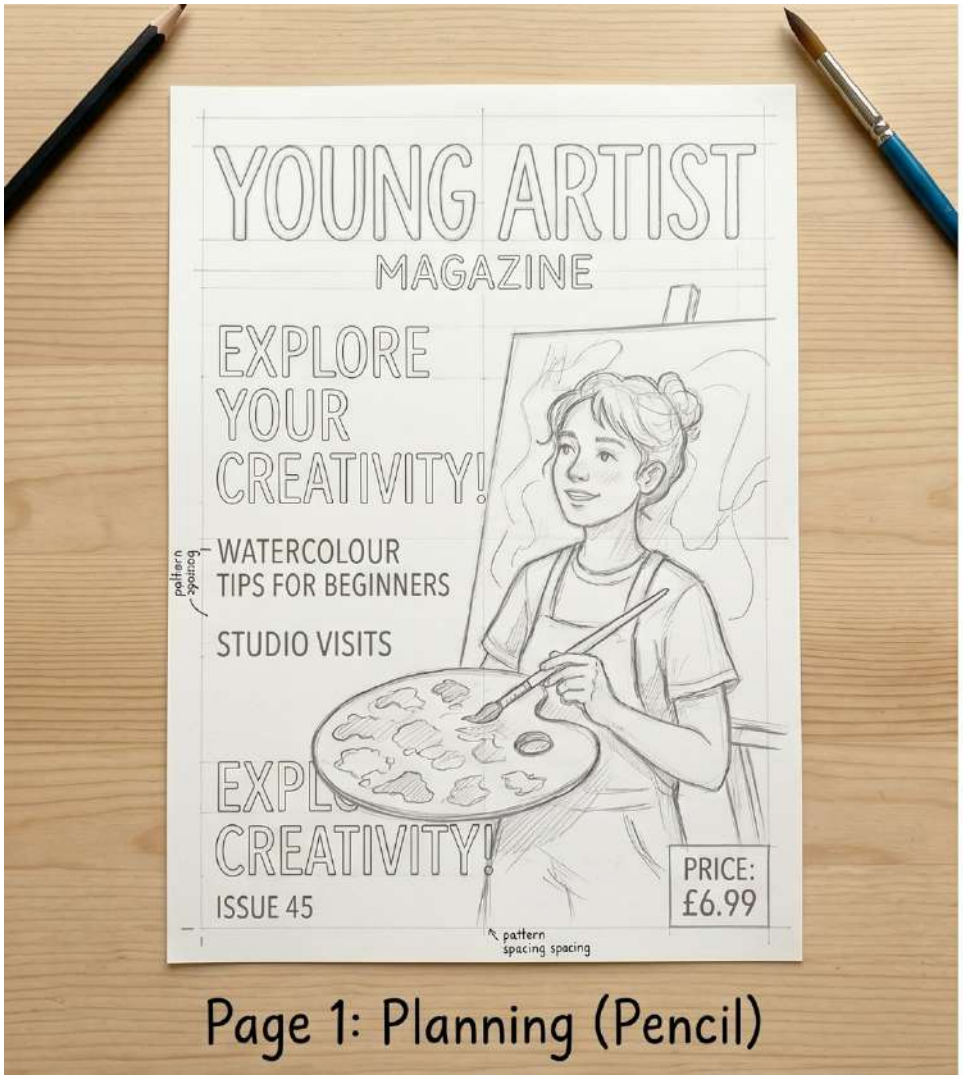
Assignment 11: Magazine Cover Design

Design a cover for:

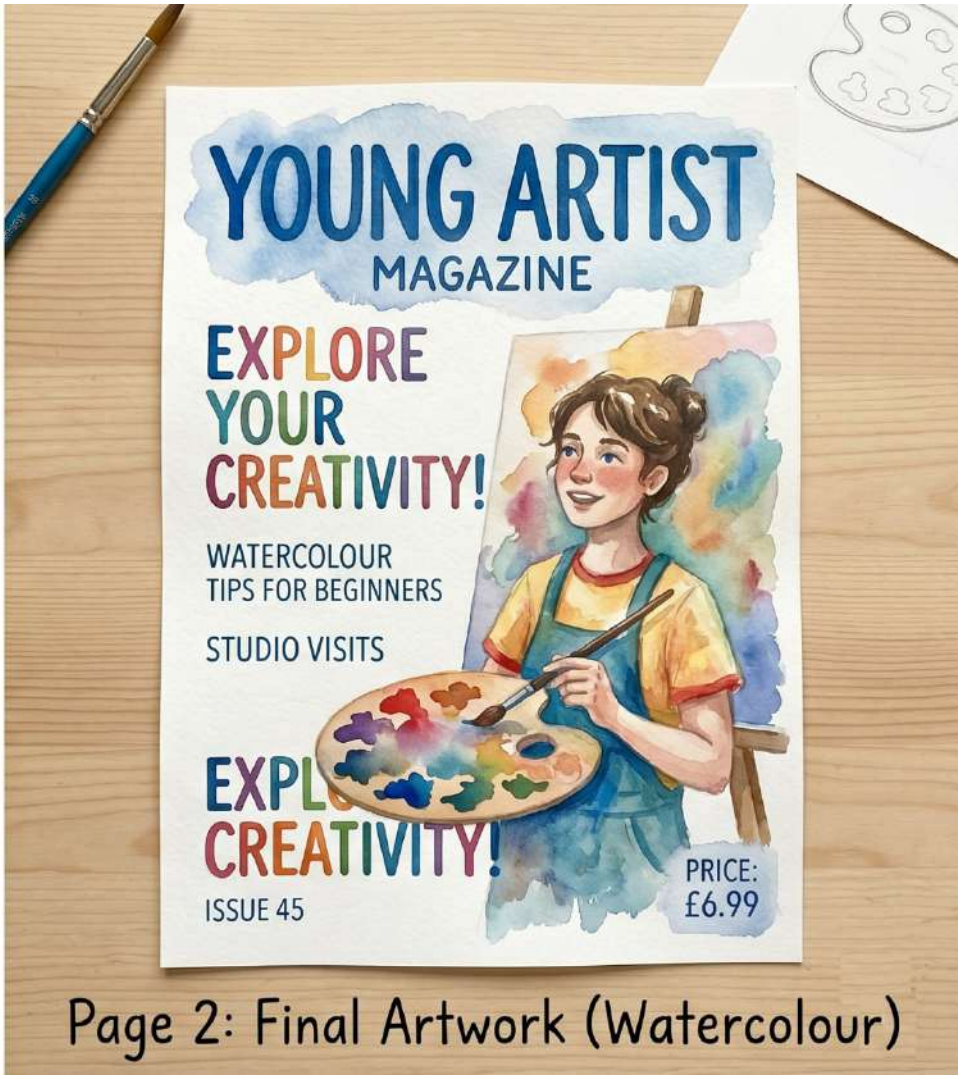
Young Artist Magazine

Include:

- Masthead
- Main image
- Cover headlines
- Price



Page 1: Planning (Pencil)



Page 2: Final Artwork (Watercolour)

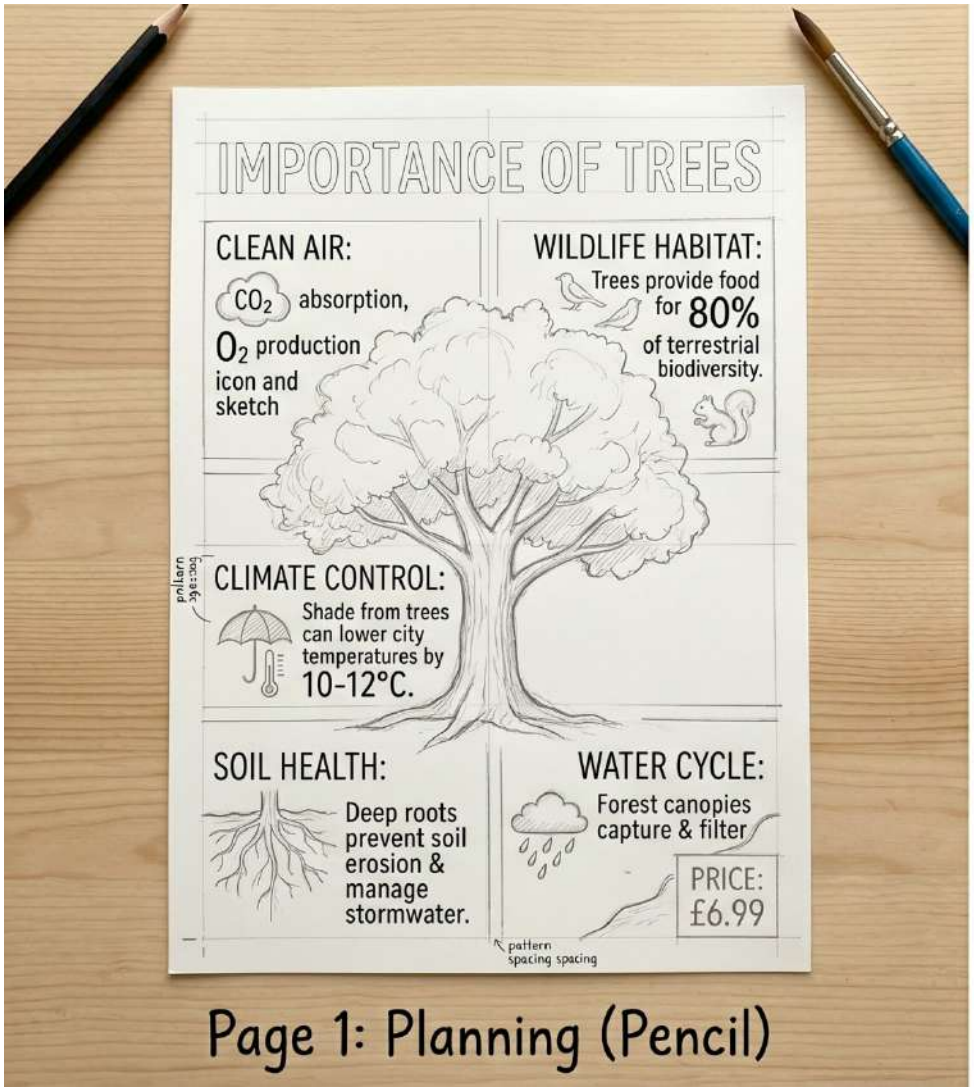
Assignment 12: Educational Poster

Design a poster on:

Importance of Trees

Requirements:

- Illustration
- Statistics
- Attractive layout



Page 1: Planning (Pencil)

Page 2: Final Artwork (Watercolour)

Assignment 13: Sports Event Poster

Design a poster for:

Inter-School Sports Meet

Include:

- Dynamic sports illustration
- Event details
- Bold lettering

INTER-SCHOOL
SPORTS MEET
2024
DATES: OCT 25-27, 2024
VENUE: CITY SPORTS STADIUM
TIMES: 9:00 AM - 5:00 PM DAILY
OVER 20 SCHOOLS PARTICIPATING
CELEBRATING TEAM SPIRIT & EXCELLENCE
HOSTED BY: THE ACADEMY SCHOOL | FOR INQUIRIES: (555) 123-4567 | WEBSITE.COM/SPORTSMEET

PLANNING STAGE
NATURE'S GOLD
PURE
NATURAL
HONEY
~ ORGANIC ~
500g
WATERCOLOR BORDER
BEE MIGRATION PATHS
HONEYCOMB TEXTURE

FINAL COLORED WATERCOLOR EFFECT WORK
NATURE'S GOLD
PURE
NATURAL
HONEY

Assignment 14: Product Label Design

Design a label for:

Natural Honey Jar

Include:

- Brand name
- Product illustration
- Decorative border

Assignment 15: Eco-Friendly Shopping Bag Design

Design graphics for a paper shopping bag.

Theme:
Go Green

Include:

- Logo
- Slogan
- Pattern

PAPER 1: PLANNING
ECO-GLOBE
ECO-GLOBE
ECO-GLOBE
GO GREEN
REPECTIED PATTERN
ECO-GLOBE
ECO-GLOBE
ECO-GLOBE
Go Green
USE FRESH WATER COLOUR EFFECT HERE
SLOGAN
Go Green
Go Green
USE FRESH WATER COLOUR EFFECT HERE
A3 PAPER - FIRST STAGE
PAPER 2: COLORED WORK
GO GREEN
ECO-GLOBE
ECO-GLOBE
ECO-GLOBE

Advanced Level Assignments

Assignment 16: Tourism Poster

Design a tourism poster for:

Visit Goa

Include:

- Tourist attractions
- Attractive typography
- Professional layout

A3 m
A3 m
VISIT GOA
Bold brush lettering
BEACHES
PALOLEM BEACH
TEMPLES
'BASILICA OF BOM JESUS
Use strong watercolor effects here
Include iconic landmarks
Illustrate sunset and sea with rich color
WATERFALLS
DUDHSAGAR WATERFALLS
HERITAGE
SPICE GARDENS & FESTIVALS
Use strong watercolor effects here
Include iconic landmarks
SPICE CULTURE
Fnital las cartridge plan
VISIT GOA
SUNSETS & SEA
PALOLEM BEACH
SPIRITUAL SITES
'OLD GOA HERITAGE'
UNVEIL THE PARADISE
MAJESTIC FALLS
VIBRANT CULTURE
'SPICE GARDENS & FESTIVALS
DUDESTIC FALLS
DUDHSAGAR WATERFALL
VIBRANT CULTURE
'SPICE GARDENS & FESTIVALS'

Assignment 17: Children's Story Book Cover

Design a cover for:

The Magic Tree

Include:

- Front cover
- Spine
- Back cover concept

PAPER 1: PLANNING
BACK COVER (LEFT)
SPINE (CENTER)
FRONT COVER (RIGHT)
magical oncetering
publisher nonox seees
A wondrous tale of a tree that changes lives. In our summary livues, aus human, uninas, and and ore st uuribrats, and communturaty.
THE MAGIC TREE
Juno
THE MAGIC TREE
magical trees
summary
OAK TREE PRESS
LILY JUNO
publisher
wop-around children tree
PAPER 2: COLORED WORK
A wondrous tale of a tree that changes lives. In our summary livess, aus human, unimss, and and oeo it umribrats, and communturaty.
THE MAGIC TREE
Lily Juno
OAK TREE PRESS
THE MAGIC TREE
Lily Juno

Assignment 18: Awareness Campaign Poster

Design a poster on:

Cyber Safety for Students

Include:

- Modern visual symbols
- Strong message
- Effective colour contrast

PLANNING PAPER 1
CYBER SAFETY
BOLD HEADER
SLOCKET DATA
STUDENT ICON HERE
STRONG CONTRAST COLORS
CYBER SAFETY
WATERCOLOR EFFECT PLANNED
HAND
BLOCKING PHISHING LINK
IDENTITY ICON
WATERCOLOR EFFECT PALETTE
PASSWORD STRENGTH
AVOID PHISHING
PRIVACY PROTECTION
REPORT BULLYING
COLORED WORK PAPER 2
CYBER SAFETY FOR STUDENTS
STRONG MESSAGE: THINK BEFORE YOU CLICK!
PROTECT YOUR DATA, PROTECT YOURSELF.
MODERN SYMBOLS INCLUDE:
PASSWORD STRENGTH
AVOID PHISHING
PRIVACY PROTECTION
REPORT BULLYING

Assignment 19: School Emblem Design

Design a new school emblem.

Include:

- Motto
- Symbolism
- Decorative border
- Suitable colour scheme

PAPER 1: PLANNING
SCHOOL EMBLEM DESIGN
AETERNUM QUERERE
SYMBOL OF WISDOM
PURSUIT OF KNOWLEDGE
PEACE AND GROWTH
PLANNED PALETTE
DEEP NAME
GOLD
GREEN
PAPER 2: COLORED WORK
AETERNUM QUERERE
GLOBAL ACADEMY

Assignment 20: Complete Advertising Campaign

Design a promotional poster for:

Healthy Fruit Juice

Include:

- Product illustration
- Brand logo
- Tagline
- Price offer
- Professional commercial layout

PAPER 1: PLANNING
USE FRESH WATER COLOUR EFFECT HERE
PRODUCT ILLUSTRATION
PROFESSIONAL COMMERCIAL LAYOUT
HEADLINE
COMMERCIAL
LAYOUT
FRUIT FUSION
BRAND LOGO
NATURE'S
PURE HARVEST
NATURE'S SIP
PURE HARVEST
PURE HARVEST
PURE HARVEST
TAGLINE
JUICE FOR LIFE
FRESH FROM NATURE
YOUR DAILY DOSE OF HEALTH
PRICE OFFER
$4.99
$16.00
USE FRESH WATER COLOUR EFFECT HERE
A3 PAPER - FIRST STAGE

PAPER 2: COLORED WORK
PURE HARVEST
FRUIT FUSION
REVITALIZE YOUR DAY, NATURALLY!
FRESH. PURE. UNCOMPROMISED.
Lorem ipsum dolor ait amet, consectetur adipiscing elit, sed do elusmod tempor incididunt at labore. et dolons magna magna aliquam enat enumpat ut aliquip ex ea commodo consequat.
SPECIAL OFFER!
ONLY
$4.99
PER BOTTLE
LIMITED TIME!

Essential Skills Developed Through These 20 Assignments

1. Freehand Lettering
2. Calligraphy
3. Typography
4. Logo Design
5. Poster Design
6. Book Cover Design
7. Layout Composition
8. Colour Harmony
9. Visual Hierarchy
10. Branding Concepts
11. Pattern Design
12. Commercial Illustration
13. Advertising Principles
14. Information Design
15. Creative Thinking
16. Marketing Communication
17. Symbol Design
18. Packaging Design
19. Event Promotion
20. Professional Presentation

These 20 assignments closely reflect the ICSE Applied Art syllabus while building the practical skills used by professional graphic designers, illustrators, advertising artists, book designers, and commercial artists.